

# CRM SOFTWARE PRICING GUIDE

Your up-to-date guide to the cost of implementing CRM software

## GUIDE HIGHLIGHTS



The latest pricing information  
from leading vendors



A comparison of the two  
major CRM pricing models



Sources of pricing data to  
help with your research



## CRM PRICE LIST

Pricing Information from January 2017. Follow the source links for more information.

CRM VENDOR	CRM PRODUCT	PRICING MODEL	COST	SOURCE
Base	Base CRM	Monthly Subscription	From \$25 / user	<a href="#">i</a>
bpm' online	bpm' online	Monthly Subscription	From \$25 / user	<a href="#">i</a>
BuddyCRM	BuddyCRM	Monthly Subscription	From £35 / user	<a href="#">i</a>
Capsule	Capsule CRM	Monthly Subscription	Free - \$8 / user	<a href="#">i</a>
Freshdesk	Freshdesk	Monthly Subscription	Free - \$70 / user	<a href="#">i</a>
Greenrope	Greenrope	Monthly Subscription	From \$149 / month	<a href="#">i</a>
Hubspot	Hubspot CRM	Monthly Subscription	Free - \$50 / user	<a href="#">i</a>
Insightly	Insightly CRM	Monthly Subscription	Free - \$99 / user	<a href="#">i</a>

Less Annoying Software, LLC	Less Annoying CRM	Monthly Subscription	\$10 / user	
Market Circle	Daylite	Monthly Subscription	From £22 / user	
Nimble	Nimble	Monthly Subscription	From \$25 / user	
Nutshell	Nutshell	Monthly Subscription	From \$22 / user	
Open CRM	Open CRM	Monthly Subscription	From £75 / 3 users	
Pipedrive	Pipedrive	Monthly Subscription	From \$12 / user	
PipelineDeals	PipelineDeals	Monthly Subscription	From \$25 / user	
Pipelinersales Inc.	Pipeliner CRM	Monthly Subscription	From £18 / user	
ProsperWorks	ProsperWorks	Monthly Subscription	From \$19 / user	
Really Simple Software	Simple CRM	Monthly Subscription	Free - £35 / user	
Salesforce	Salesforce	Monthly Subscription	From £20 / user	
SAP	SAP Anywhere	Monthly Subscription	From \$549/ 5 users	
SugarCRM	SugarCRM	Monthly Subscription	From \$40 / user	
SuiteCRM	SuiteCRM	Not Available	Free	

SuperOffice Software	SuperOffice CRM	Monthly Subscription	From £34 / user	
WebCRM	WebCRM	Monthly Subscription	From £18 / user	
Workbooks	Workbooks CRM	Monthly Subscription	Free - £19 / user	
Zoho	Zoho CRM	Monthly Subscription	From \$15 / user	

*Pricing information reported in January 2017. Pricing displayed corresponds to lowest pricing tier available.*

## HOW THIS DATA WAS GATHERED

Pricing information for CRM software is notoriously difficult to pinpoint as the costs involved can display extensive variety from project to project . The information shown above was gathered from a variety of public sources including, where possible, the vendor's pricing documentation (click on the source icon next to each product for more information). Where pricing information was provided by the vendor directly, This data should be used as a rough estimate of CRM prices and does not constitute an official price quote. Please contact [editor@convertedmedia.com](mailto:editor@convertedmedia.com) to report pricing changes.



## PRICING MODELS

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Despite the many pricing permutations – and leaving aside the ‘freemium’ option that some vendors offer – there are basically two types of CRM pricing model: the subscription and the license; to put it into more evocative terminology: the rental and the purchase.

The subscription approach is common with off-site cloud CRM packages and its popularity has risen due to it piggybacking on the Software as a Service (SaaS) model. The subscription payment is usually made on a monthly basis and the amount is often dependent on either the number of system users or, more frequently, the number of employees in the client organisation.

The license fee is a more traditional model and is still largely associated with systems running via on-premises servers. This is the “you-buy-it-you-own-it” model and carries a greater degree of responsibility for the system’s operation but also a greater degree of freedom.

### SUBSCRIPTION MODELS

A subscription model often costs less up front and it’s largely on this basis that it’s become so sought-after, especially among small to medium-sized businesses which may not want a high initial outlay. Subscription models are also popular with sales and marketing departments experiencing volatile growth due to the flexibility in most payment plans and the rarity of lengthy system contracts.

The license fee (i.e. purchase cost) isn’t the only factor that makes the ‘day one’ cost of the perpetual license more expensive. Licensed, on-premises software usually costs more to customize and integrate with your other logistics and supply chain systems. Similarly, depending on your requirements, you may incur additional hardware and middleware costs as part of the installation. SaaS CRM vendors tout their low to non-existence maintenance costs, with ‘owned’ systems generally needing more in the way of manual upgrades, updates and patches.

### LICENSE MODELS

So far, so SaaS. However, licensing CRM is like buying a home; it may cost a lot up front but once you’ve paid for it, it’s yours. The tenant in the property next-door will be paying rent every single month for as long as they live there; even if they decide to move, they’ll be paying rent somewhere

else. In that sense, the ongoing costs of the subscription approach are greater and, sooner or later (most sources suggest around the seventh year of use), the costs begin to converge. Before long, the total cost paid for the subscription outweighs that of the license.

At the end of the day, it's "horses for courses" and your decision depends on your business requirements and project budget. Hopefully this clarifies a few terms you may have seen during your research and will better prepare you for these costing terms coming up in conversations with vendors.

This guide was written by Kathryn Beeson, Discover CRM Editor

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